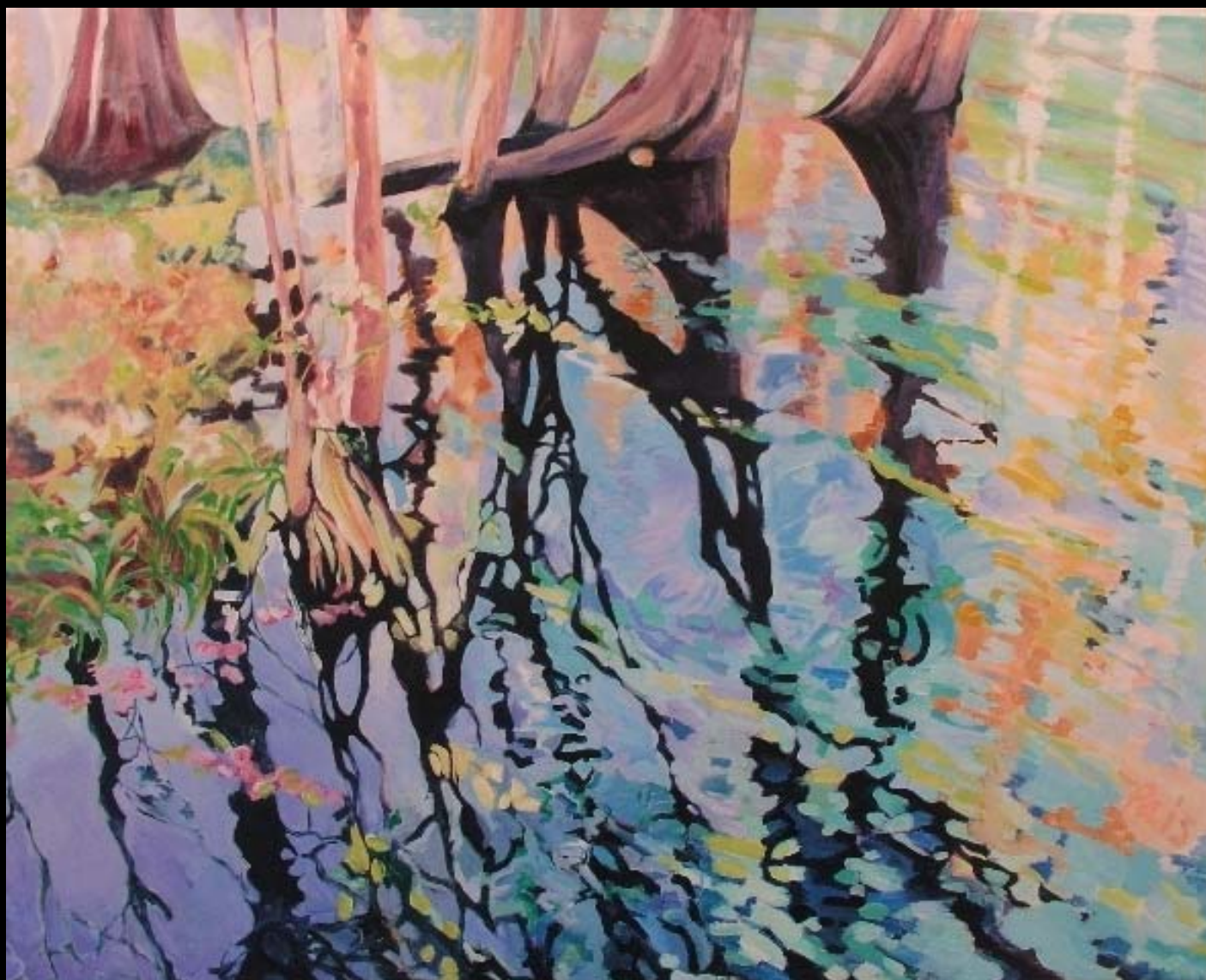


# VISUAL POWER



Eric Zamora

MARTHA STRAWN  
STRAWNART LLC



Santa Fe River Annie Pais





Santa Fe River: Water and Grasses Martha Strawn





TURTLE Eric Zamora



## Logo (sketch)



## OUR SANTA FE RIVER Inc. BROCHURE

### WHAT WE CAN DO

Our goals are simple and achievable:

- Develop innovative solutions to the many problems that threaten the health of the Santa Fe River
- Share the information with the public as we learn it
- Act as stewards for a precious natural resource



#### What Can You Do?

- Write your local elected officials (your representatives) and local newspapers. Your voice is crucial to the protection of the habitat, river and aquifer.
- Come to our public meetings to find out what we are doing and share your ideas. Invite us to provide presentations at your meetings.
- Talk about the river with your family, friends, neighbors and co-workers.
- Become a volunteer for Our Santa Fe River.
- Spend time on the river, have fun and be safe.

- ♦ CARE. ACT. NOW.
- ♦
- ♦
- ♦
- ♦
- ♦

Water pulled from area springs and/or resulting bottling plants affects each of us:

- Wells
- Water levels
- Plants and animals
- Recreation & tourism
- Sinkholes
- Traffic
- Noise & Pollution
- Safety

### OUR SANTA FE RIVER

Care. Act. Now.



OUR SANTA FE RIVER, INC.

For more information:

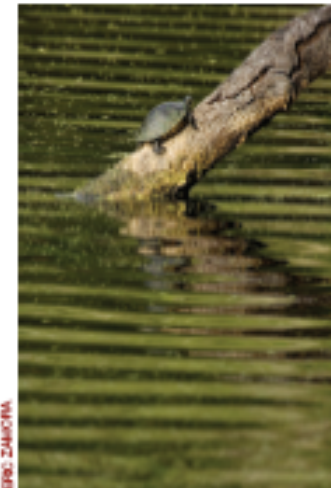
[www.OurSantaFeRiver.org](http://www.OurSantaFeRiver.org)

[info@oursantafefriver.com](mailto:info@oursantafefriver.com)

386.454.2366

## OUR SANTA FE RIVER

Care. Act. Now.



ERIC ZALUSKA

JOIN US...  
A GROUP OF CITIZENS  
WORKING TO PROTECT  
THE HEALTH OF THE  
SANTA FE AND THE  
SPRINGS THAT FEED IT.

Designer: Kathy Fleming





LOWER SANTA FE RIVER Nick Christie





## Make a Difference

- Work in a team
- Work with a variety of media
- Create networks & partnerships
- Share information
- Be present at local, county, district, and state levels
- Listen actively
- Have solid, reliable information
- Communicate by various means
- Keep humor alive everyday
- Be aware that the web of life connects all things
- Above all, believe you can succeed

Eric Zamora



# Get the Word Out

Radio

Posters

Newspapers

Flyers

Internet

Phone tree

## Do you want more water removed from the Santa Fe River springs?

Water pulled from area springs and/or resulting bottling plants affect each of us:

- ☐ Water levels
- ☐ Plants and animals
- ☐ Recreation & tourism
- ☐ Sinkholes
- ☐ Traffic
- ☐ Noise & Pollution
- ☐ Safety



*Get involved. Protect the river and the aquifer.*

Come to an informational meeting  
**Thursday, May 17 & May 31**

6:30 p.m.

Poe Springs Park

For more information: [www.oursantafe.4t.com](http://www.oursantafe.4t.com) [oursantafe@hotmail.com](mailto:oursantafe@hotmail.com) 386-454-2366

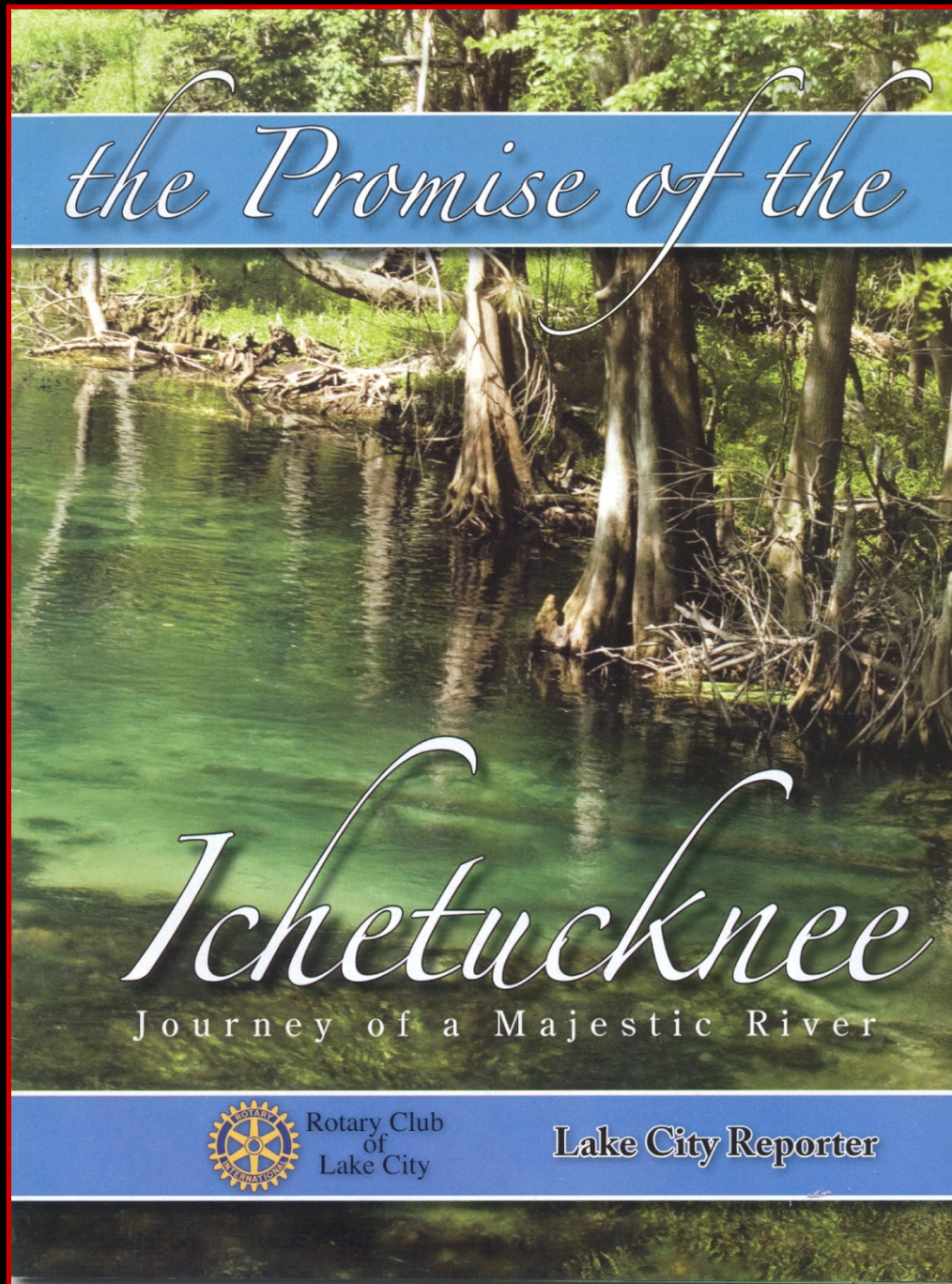
# Our Santa Fe River Meeting

Poe Springs Park



Pictures by Eric Zamora





## Media Use

Local magazines

Local radio

Local Television/news

Pamphlets/Brochures

Signs

Websites

Visual displays

Books & booklets



## Our Santa Fe River, Inc.

To collect and disseminate information with the goal of protecting the waters and lands supporting the aquifer, springs, and rivers within the watershed of the Santa Fe River

### Our Santa Fe River



Russ Augspurg, president, Our Santa Fe River speaks to an environmental group. Our Santa Fe is a non-profit group of organized citizens from Columbia County, Alachua County, and Gilchrist County.

## Our Santa Fe River

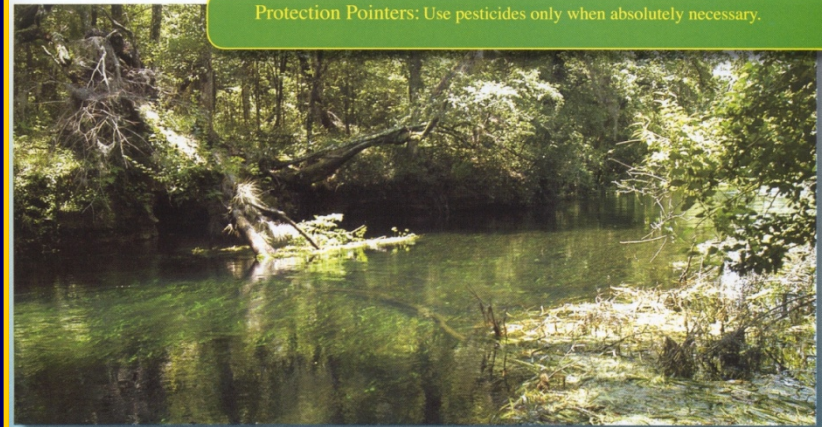
By Russ Augspurg

**O**ur Santa Fe River is a non-profit group of organized citizens from Columbia County, Alachua County, and Gilchrist County that have concerns about the Santa Fe River, aquifer and river basin. We are primarily interested in educating the public about the four additional bottled water permits and the impact that they could have on the Santa Fe River, aquifer, and communities in north Florida.

We have public meetings monthly in Columbia County at Fort White Community Center on the third Monday of every month. We welcome citizen participation for questions and answers.

Other than a few tropical storms, the weather patterns have been abnormal for more than a decade in this part of the state and droughts have left the aquifer and rivers very low. With the CCDA/Danone bottled water company, current and requested permits; in a year more than 1 Billion 300 million gallons of water could be extracted from a three-mile area of the Santa Fe

### Protection Pointers: Use pesticides only when absolutely necessary.



River. Our concerns are about how much rain it takes to recharge the aquifer/river in this area with that much water being extracted. Our concerns are on how it may affect the animals and plant life in and along the river. Our concerns are about area wells that are already going dry and sinkholes developing.

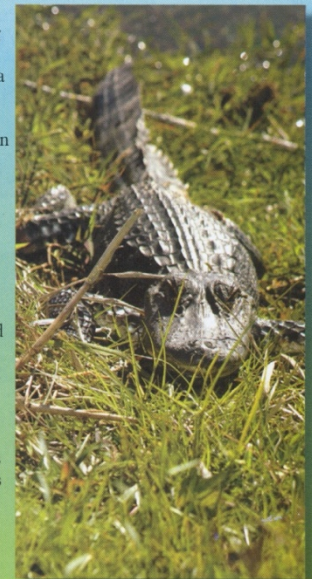
You may think the river will be just fine but, how much oil does it take to produce the plastic bottles for 1 billion, 300 million gallons of water yearly? If this water was in eight-inch tall, 16-ounce bottles, it would make five rows of bottles reaching to the moon.

Proponents of water bottling, usually those that make a large monetary gain, like to point their finger at the use of water in agriculture. It is true the agriculture industry uses a very large amount of water that feeds us either directly or indirectly, but if we get our normal rain patterns agricultural operations don't have to pump. Water bottling plants keep on pumping day in and day out, rain or shine.

We advocate using regulated tap water or your well water; get a container, fill it up and filter it if you need to. It would reduce the bottled water market that capitalizes and degrades our world's environment.

North Florida still has a chance to remain pristine with rivers and springs that provide recreation and enjoyment for hundreds of thousands and provide a base for the ecotourism industry if we don't ship away the water one bottle at a time.

Area towns, communities and counties will benefit as we protect our natural resources.











## Join Forces With Others

Neighbors

Local government groups

Local Farmers Market, Volunteer Fire  
Department Breakfasts

Nearby university or college research  
faculty & graduate students

Religious centers

School programs

Park programs

Similarly oriented organizations






High Springs  
Fall Festival OSFR

**OUR SANTA FE RIVER AT HIGH SPRINGS FALL FESTIVAL 2007**



# Suwannee River Water Management District

2007 District Programs 2016



## Water Supply Planning and Management

**Goal:** Assure a sustainable water supply

The District collaborates with local governments and other partners to help meet the water needs of communities. With the rapidly increasing population growth of recent years, this relationship is more important than ever.

The Water Protection and Sustainability Program established by the 2005 Legislature provides policy guidance and funding that will allow the District to be more effective in meeting future water needs. The District is committed to provide 60 million dollars over a ten-year period to implement water supply and protection projects as the legislature continues to provide funds. The District is working with local partners to identify and develop alternative water supplies consistent with legislative directives.


The development of Minimum Flows and Levels (MFLs) for rivers, springs and lakes is included under the water supply program. MFL establishment is critical and will help ensure that future demands for water will not cause adverse impacts to water resources and related natural systems.

The development of Minimum Flows and Levels is required by Chapter 373.042, F.S., to protect water resources from significant harm. MFLs determine the amount of water needed to sustain the benefits and functions of natural systems from water withdrawals, diversions, or other alterations.

**Water Supply Development Strategies**

- Coordinate with all users in protecting and managing water supplies


## STRATEGIC PLAN 2007-2016



SUWANNEE RIVER WATER MANAGEMENT DISTRICT



# American Rivers Website


**American Rivers**  
*Thriving By Nature*

Members / eRiver Login

Donate | Newsroom | eRiver

Search

About Us | Campaigns | Community Tools | Take Action | Your Region | Support Us



## River Heritage:

Protecting, enjoying and celebrating rivers

[Read more](#)

1 2 3 [View Campaigns](#)

### What You Can Do

Donate, participate & act


### River Basics

Glossary, facts & quotes

### America's Most Endangered Rivers

### National River Cleanup™

### Citizen Guides

Select Topics 

- Publications
- Find an Expert


### Klamath River Film Calls for Dam Removal



Watch our new film, *Healthy River, Healthy Communities: the Klamath Opportunity*, to learn of the diverse voices calling for dam removal and river restoration.


[more >](#)

### National River Cleanup™ is Open for Registration



Join thousands of other river enthusiasts in 2008 to help clean up America's rivers. Registration is now open to all organizers and

### Daily River News



#### Yazoo Pumps, R.I.P.?

The New York Times (Editorial)


#### Dam rules extended as salmon plan written

The Associated Press

#### Archaic sewage lines tainting lakes, rivers

Star Tribune

### Press Releases

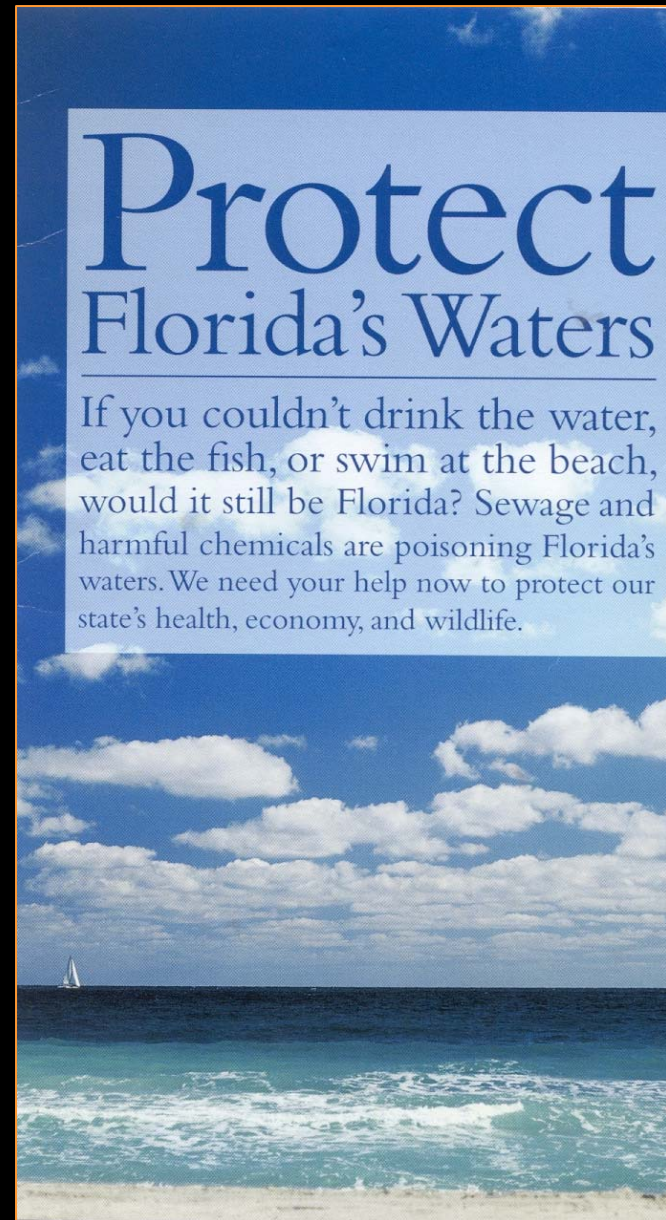
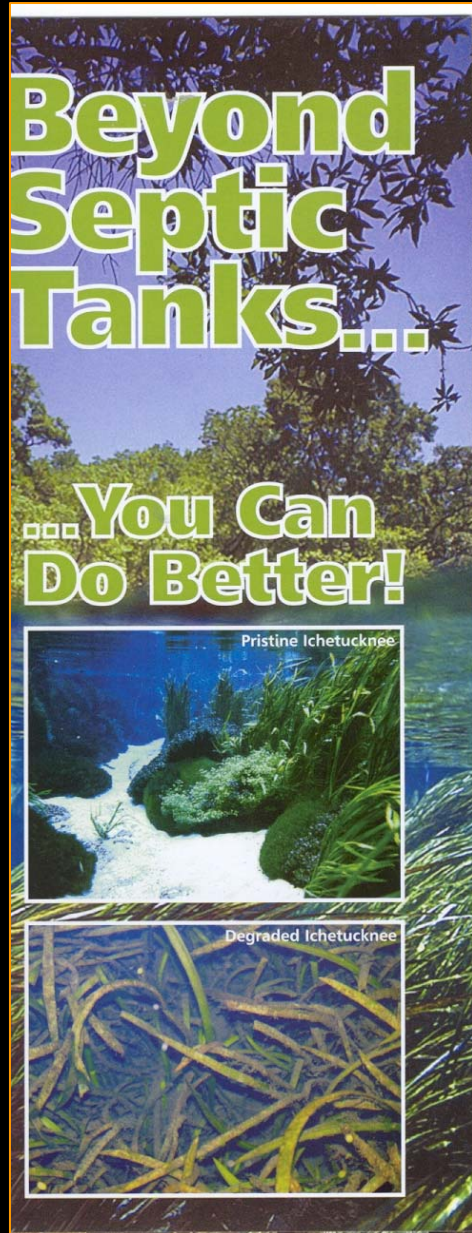


#### American Rivers Launches National River Cleanup 2008

Tuesday, February 26, 2008



## PAMPHLETS



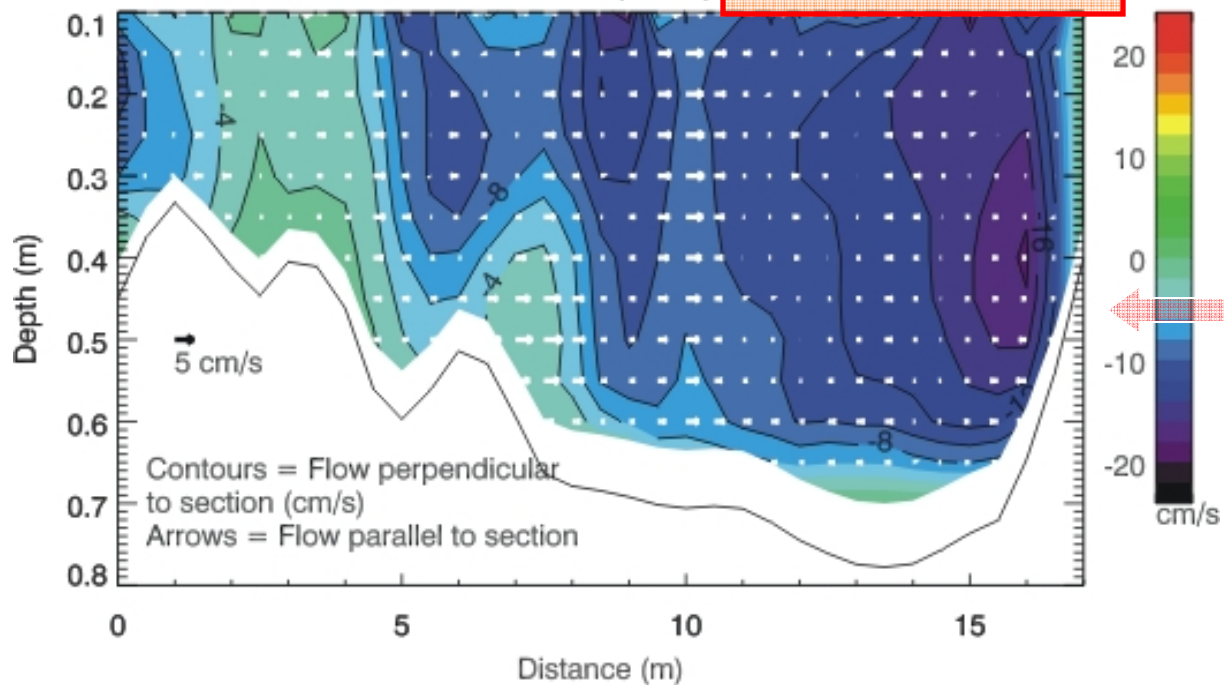




UF Department of Civil & Coastal Engineering Professor Arnoldo Valle-Levinson with graduate student, Chloe Winant, work with OSFR to provide information to SRWMD regarding Lily and July Springs water withdrawal applications.

15.5787 hrs on Jun 14, 2007 (GMT)

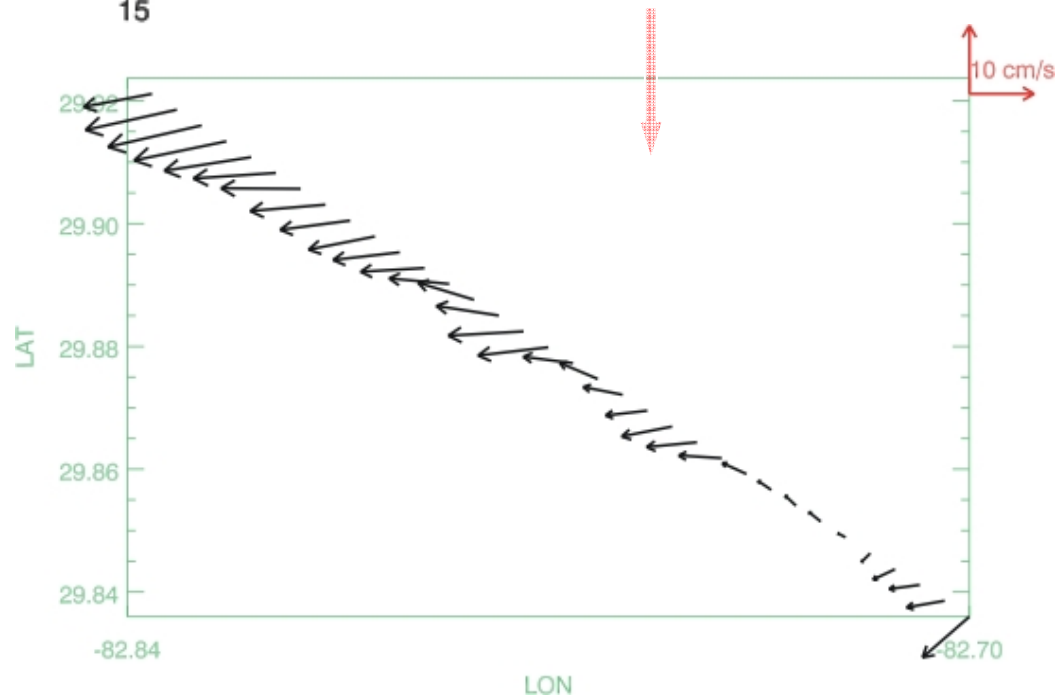
$0.81 \text{ m}^3/\text{s} = 18.4 \text{ MGD}$



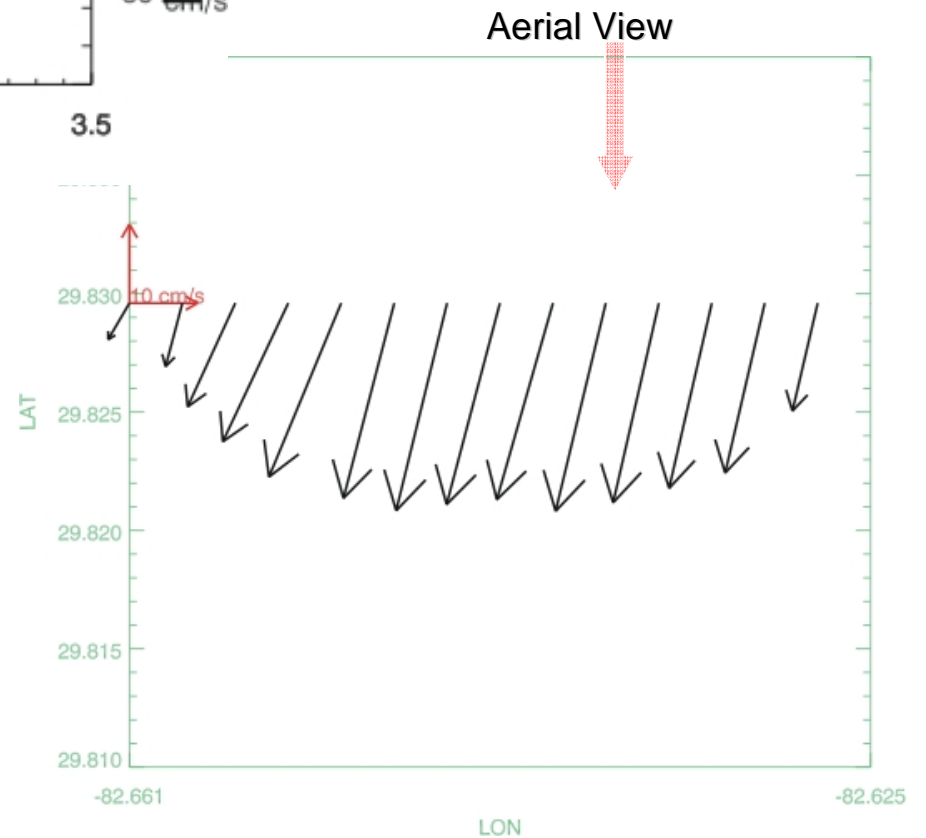
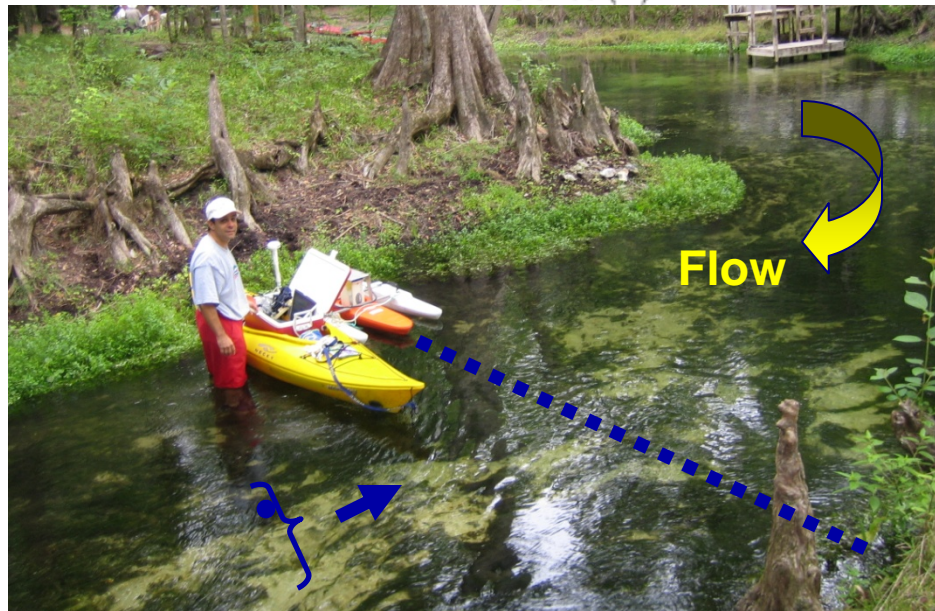
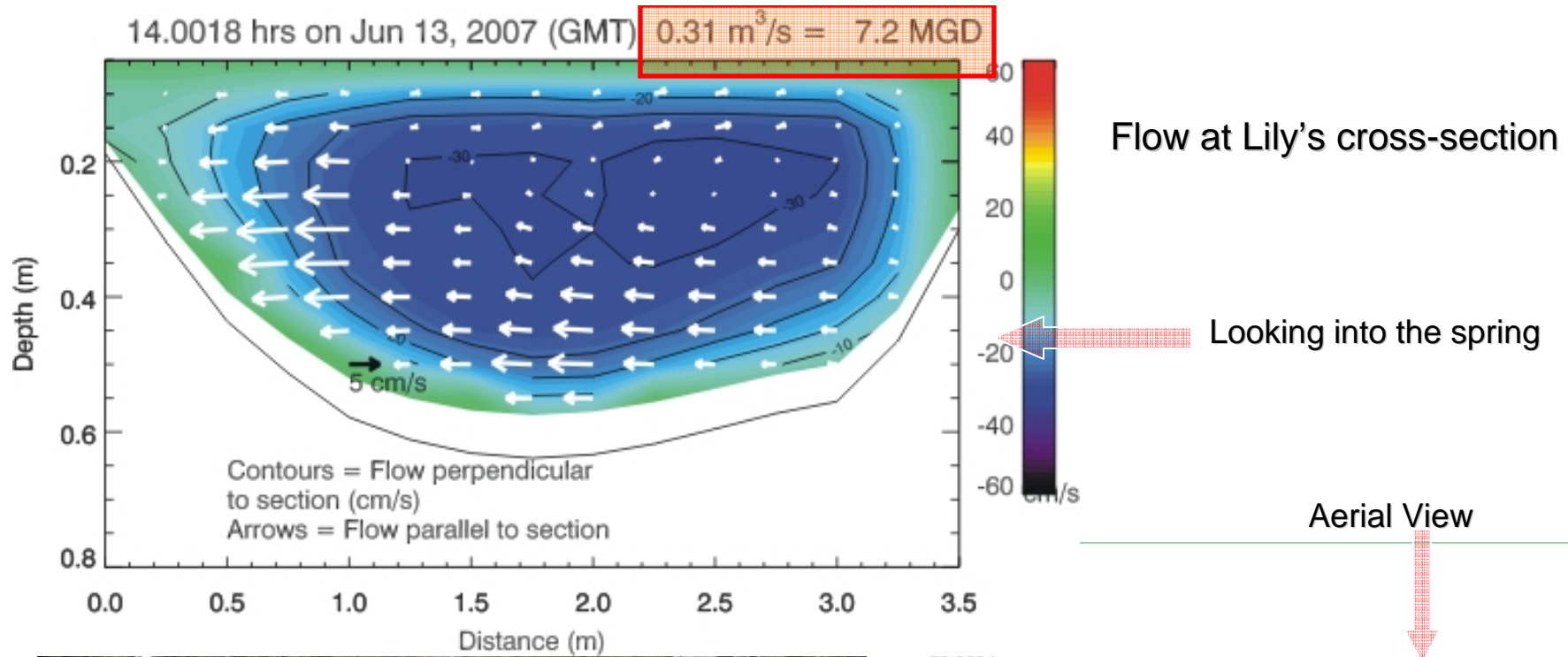
**Flow at July's cross-section**

Looking from the spring toward the Santa Fe River

Aerial View – vertical mean









## Comparison location for water levels #1 Santa Fe River



Eric Zamora



## Comparison location for water levels #2 Santa Fe River



Eric Zamora





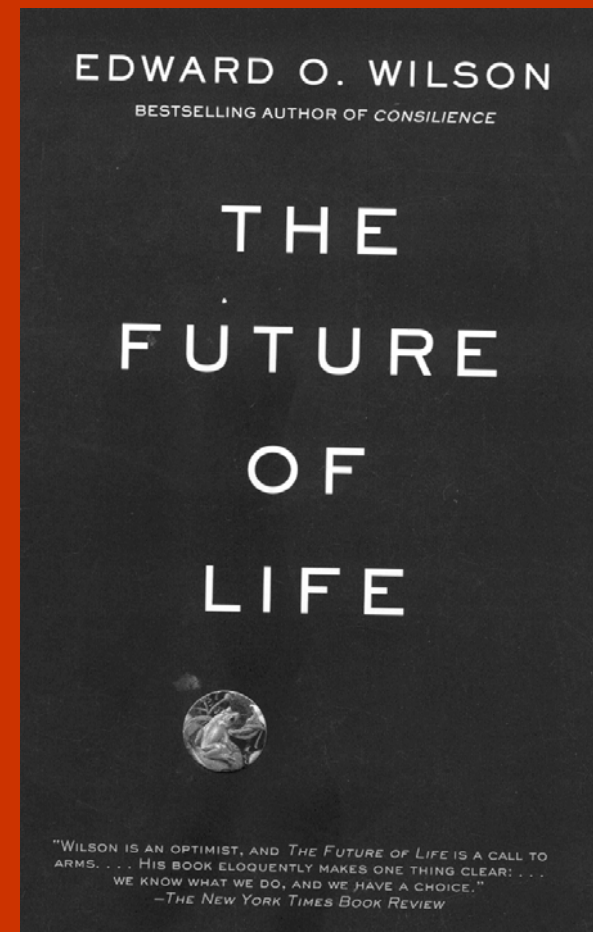
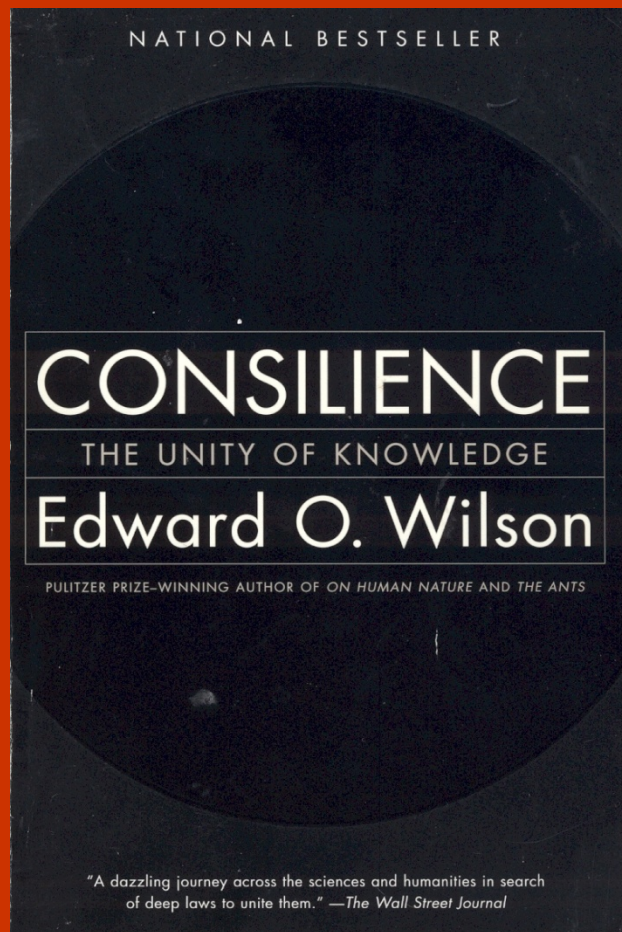
Eric Zamora

## TALKING POINTS

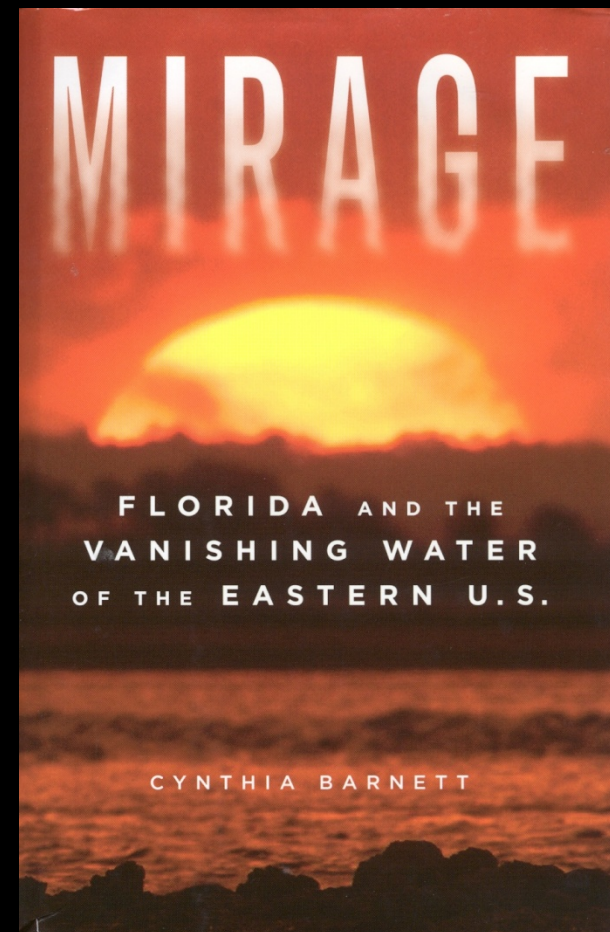
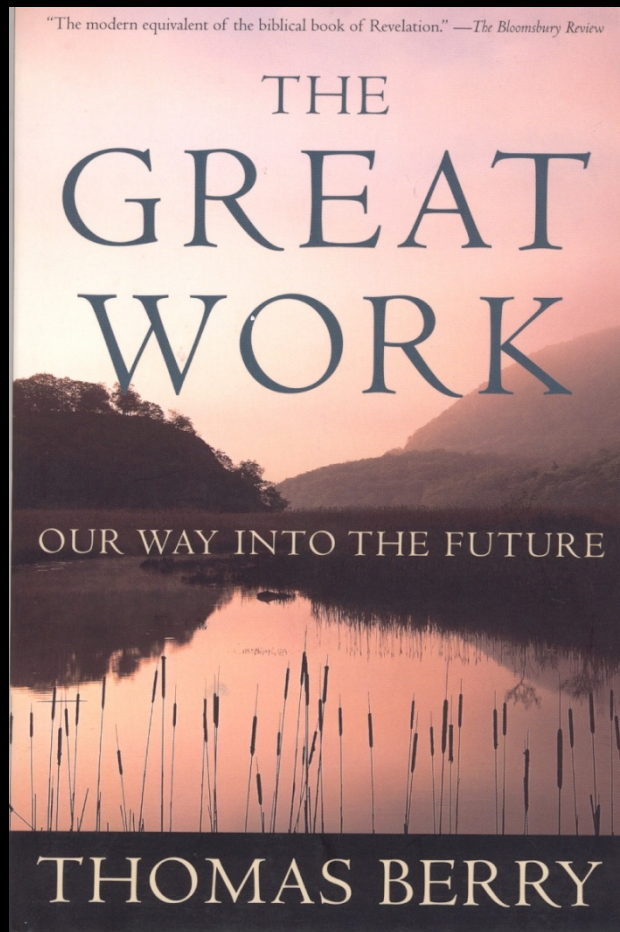
- If all five of the water bottling plants pumped what is requested in their applications and that amount of water was put into 8 inch tall 16 oz bottles, in 1 year that would equal enough bottles to make 5 rows of bottles to the moon from the earth.
- To make one water bottle: 4 bottles of water equivalent, 1/3 bottle of oil is used.
- The town of Trenton, FL uses 152,000 gal. water/day. Blue Springs is requesting a permit to pump 660,000 gal. water/day. In one year Blue Springs would pump water equal to 4 year's worth of Trenton's water use. If approved that 20 year permit would allow the Blue Springs factory to use water equal to 80 year's worth of Trenton's water use.
- If Blue Springs builds the proposed factory on Hwy 340, their trucks added to the already existing Coca Cola plant's trucks will equal 850 trucks/day or 1440 trucks/day on Hwy 340. That is about 1 truck every 1.45 minutes on a two lane highway.
- No one knows how much water we have, nor how much rain we will have. It does not matter how much water is running underneath us now. It is about how much water we can conserve for the future.



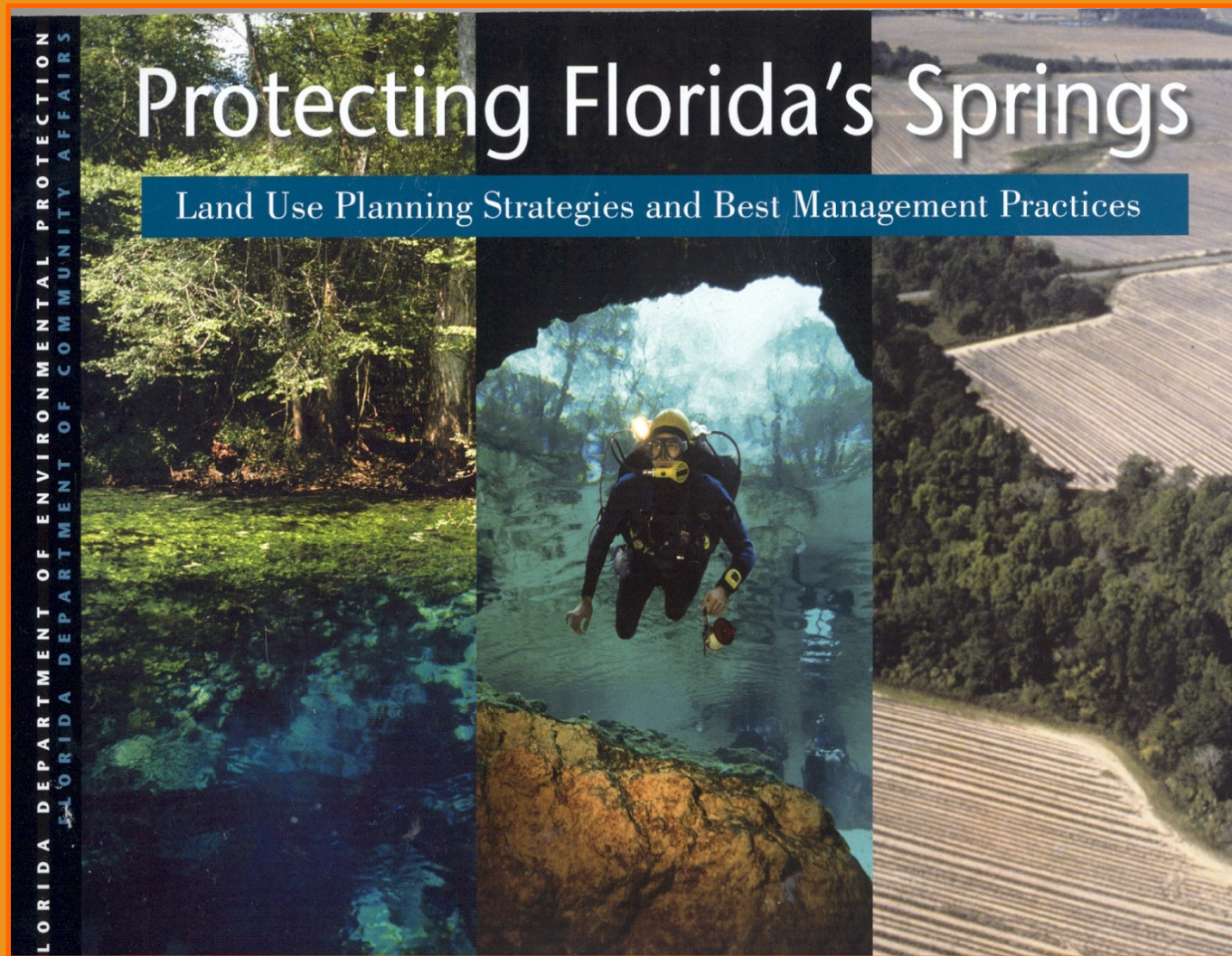
# Suggested readings



## SUGGESTED READINGS







Free copies available

Video, *Protecting Florida's Springs* and DVD, *Developing a Better Way*

Phone: 850-487-4545 for copies of the book, video & DVD



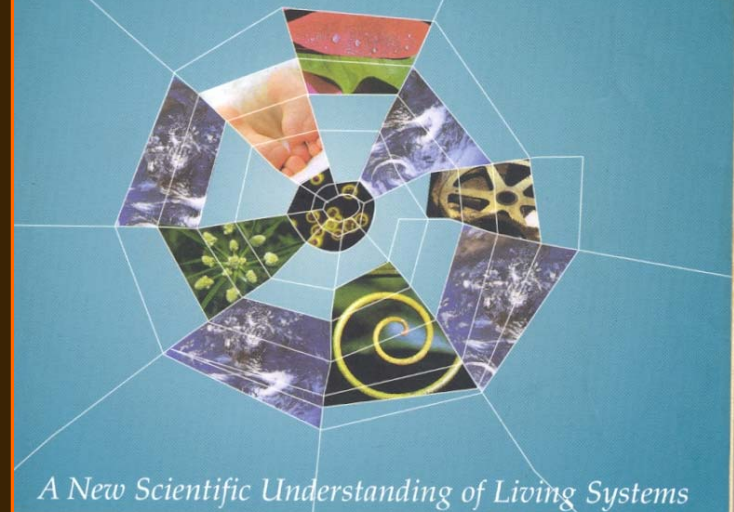
# SUGGESTED READINGS

## WATER RESOURCES ATLAS OF FLORIDA



EDITORS  
EDWARD A. FERNALD  
ELIZABETH D. PURDUM

AUTHOR OF *THE TAO OF PHYSICS*  
**FRITJOF  
CAPRA**



## THE WEB OF LIFE

"[Capra] has reassembled the fragments of modern science into something that at last we can all understand...a wonderful book we all need to read."

—James Lovelock, author of *Healing Gaia*





**ALLIGATORS**  
~~~~~  
**Prehistoric Presence  
in the American Landscape**

**MARTHA A. STRAWN**

*with essays by LeRoy Overstreet, Jane Gibson,  
and J. Whitfield Gibbons*

Ansel Adams 1960

“Who can define the moods of the wild places, the meaning of nature in domains beyond those of material use? Here are worlds of experience beyond the world of the aggressive man, beyond history and beyond science. The moods and qualities of nature and the revelations of great art are equally difficult to define; we can grasp them only in the depths of our perceptive spirit.”





River Reflections Martha Strawn